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RESULTS OF NINE MAIL SURVEYS
TO GET AUDIENCE REACTION TO SELECTED USDA PUBLICATIONS

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WHAT WE LEARNED FROM THE SURVEYS*

1. What we learned about survey procedures:

- a. A random sample mail survey brings high returns using a postcard questionnaire accompanying the requested publication (39.3 percent).
- b. A follow-up letter almost doubles the returns (from 39.3 percent to 75.2 percent).
- c. Several surveys must be conducted to determine a norm by which responses can be judged.

2. What we learned about our audience:

- a. They are more educated than average for the U.S. adult population.
- b. Many are educators--persons who can and do communicate information from USDA publications to other people.
- c. Of the 12 occupational classes of persons returning the card, the most frequent types were: Housewife, 23.2 percent; educator, 18.9 percent; clerical worker, 7.2 percent; and businessman, 6.3 percent.
- d. While farmers or farm managers represented only 4.4 percent of the requests for the nine publications as a whole, they accounted for 37.7 percent of the requests for L-491, "Background on Our Nation's Agriculture."

3. What we learned about distribution of our publications:

- a. More than a fifth of those who wrote to the Department for a publication or publications learned about them through a magazine, particularly in the case of home economics publications.
- b. Somewhat less than a fifth learned about the publications through newspapers.
- c. Value of USDA lists of publications is shown by the fact that 12.8 percent of the respondents mentioned a government or USDA list as the source of information about a publication.
- d. About 6 percent learned of the publication or publications through "a friend."

*Persons surveyed had requested certain USDA publications by mail directly from the Department.

4. What we learned about our publications:

- a. About 94 percent of those replying checked "yes" to the question, "Did you find that the publication contained what you wanted to know?"
- b. Almost all (99.4 percent) checked "yes" to the question, "Did you find the publication easy to understand?"

Note: Biased results may have been obtained with the above two evaluative questions because of the limited "yes or no" response choice of the questions, and a possible reluctance of some respondents to show ingratitude by criticizing a publication they received free.

- c. Of those who commented critically, the most frequent criticism was that the publication "didn't contain all the information wanted or expected."

5. What we learned about use of the information:

- a. On the average, 52.2 percent of the respondents reported that they planned to use ideas gained from the publication and 41.9 percent reported that they had used some of the ideas.
- b. Only a small percentage reported that they "haven't used and don't plan to use" any of the ideas.

Note: Results of the question about use of the information indicate that respondents may have given various interpretations to the word "use."

RESULTS OF NINE MAIL SURVEYS

TO GET AUDIENCE REACTION TO SELECTED USDA PUBLICATIONS

Introduction

How do people react to the message? This is the key question for determining success or failure of a communication effort. Without feedback or otherwise observing the audience, little can be reliably said about the effects of a message.

The mail survey is one technique for gathering information about audience reaction. The USDA Office of Information completed nine mail surveys of persons requesting certain publications by mail directly from the Department during 1960, 1961 and 1962.¹ Results of these surveys were published as a series of 1-page leaflets.

The nine publications considered in the surveys were: L-424, "Food for Fitness--A Daily Food Guide"; L-471, "Mr. Fruit and Vegetable Producer... It Pays to Use Chemicals Safely"; G-51, "Better Lawns"; G-62, "Removing Stains from Fabrics--Home Methods"; F-1443, "Dairy Cattle Breeds"; L-491, "Background on Our Nation's Agriculture"; G-74, "Food and Your Weight"; MF-870, "The Food We Eat"; and G-77, "Family Food Stockpile for Survival."

Procedure

For each of seven of these publications, 300 mail survey subjects were randomly selected from requests of persons wanting a single copy. Because of infrequent requests, only 100 subjects each were chosen for the surveys on the two publications entitled "Background on Our Nation's Agriculture" and "Dairy Cattle Breeds."

A mail questionnaire post card with six questions was sent to each subject. A followup letter with an additional copy of the post card was sent to persons failing to respond. After the followup, no further attempt was made to get responses.

¹About 10 percent of the total distribution of USDA publications to the general public is to persons requesting them by mail directly from the Department.

Questionnaire Returns

Percentage of returns in these surveys was higher than usual for mail surveys. Sarle suggests 31 percent as a good return for a mail survey.^{2/} Katz and Cantril mention that usually less than 20 percent are returned.^{3/} For the nine USDA mail surveys, the percentage of questionnaires returned was 39.3 before followup; 75.2 after followup.

Table 1. Returns of mail questionnaire surveys

Publication	Percent of returns		Number of returns	
	Before followup	After followup	Before followup	After followup
L-424	24.3	64.0	73	192
L-471	69.7	92.7	209	278
G-51	42.0	78.7	126	236
G-62	43.3	81.0	130	243
F-1443	44.0	82.0	44	82
L-491	35.7	75.4	107	226
G-74	64.0	90.0	64	90
MP-870	39.0	62.0	117	186
G-77	11.7	65.3	35	196
Total	39.3	75.2	905	1,729

Mail survey researchers have found that related to the percentage of returns are such factors as (1) economic status, sex, educational level, (2) interest in the subject of investigation, (3) appeal of the questionnaire, (4) prestige of sponsoring groups, and (5) strong agreement or disagreement with propositions.^{4/}

At least two of these factors were present in a high degree for the USDA mail surveys: Interest of subjects in the publications as reflected by their writing for them, and educational level--59.4 percent of those persons replying (table 3) had one year or more of college.

²Sarle, Charles F., Paper at National Analysts Marketing Research Clinic, May 1954, National Analysts, Inc., Philadelphia, Pa.

³Parten, M. B., "Surveys, Polls, and Samples," New York, Harper & Bros., 1950.

⁴Parten, M. B., Op. Cit., p. 391.

Characteristics of Respondents

Two survey questions asked for information about the respondent--"Your occupation?" and "Last grade of school completed?"

Occupation

Of 12 occupational classes used in tabulating responses to the question "Your occupation?" the four most frequent types were: Housewife, 23.2 percent; educator, 18.9 percent; clerical worker, 7.2 percent; and businessman, 6.3 percent (table 2).

Only 4.4 percent of persons replying to this question were farmers or farm managers. The two publications with highest percentages of farmers or farm managers among persons replying were: L-491, "Background on Our Nation's Agriculture," 37.7 percent; and L-471, "Mr. Fruit and Vegetable Producer...Use Chemicals Safely," 7.6 percent.^{5/}

The "miscellaneous" class included 12.6 percent of the occupations. These occupations were those mentioned by only one or two respondents.

Grade Level

Average grade level of respondents was higher than the average for the U.S. adult population. Completion of at least 1 year of college was reported by 59.4 percent of the respondents. The national average for some college education is 13.2 percent.^{6/} Of all respondents in the surveys, 83.9 percent reported completing high school. Nationally, 50.4 percent of the population have completed high school.

⁵These percentages are lower than in the original reports, "Mail Survey Findings, Leaflet 471, Mr. Fruit and Vegetable Producer...Use Chemicals Safely," OI 2, and "Mail Survey Findings, Leaflet 491, Background on Our Nation's Agriculture," OI 7. In these reports a respondent was tabulated as a farmer if this was listed as one among several occupations. In this report only the occupation listed first was tabulated. This assumes that of several occupations a respondent may have listed, the first listed is his major one. About 10 percent of the respondents for the nine surveys listed more than one occupation.

⁶1950 Census.

Table 2. Replies to "Your occupation?"

Occupational class ¹	Publication									Totals		Percent of grand total
	L-424	G-51	L-471	G-62	F-1443	L-491	G-74	MF-870	G-77			
	Number											
Educator	11	20	127	28	29	9	11	74	17	326		18.9
Clerical worker	29	20	5	31	0	3	22	3	11	124		7.2
Businessman	3	27	15	3	5	19	13	2	21	108		6.3
Professional service	2	12	10	4	0	1	12	17	8	66		3.8
Technological service	3	26	11	2	4	1	3	13	6	69		4.0
Scientist	0	13	31	4	1	6	0	18	3	76		4.4
Farmer or farm manager	0	4	23	2	5	34	1	4	2	75		4.4
Housewife	88	19	3	106	2	3	101	3	75	400		23.2
Student	6	6	1	5	19	0	2	2	0	41		2.4
Retired or unemployed	7	11	6	8	2	2	19	10	12	77		4.5
Laborer	3	9	2	1	0	0	1	5	13	34		2.0
Miscellaneous	26	62	24	24	12	11	24	17	18	218		12.6
No answer	9	14	20	18	3	1	17	18	10	110		6.4
Total	187	243	278	236	82	90	226	186	196	1,724		100.
										(Gr. tot.)		

¹Definition of classes:

Educator--teacher (general, agricultural college, technical school, etc.); information worker (editor, writer, broadcaster); librarian.

Clerical worker--secretary and clerk (bookkeeper, office worker, stock clerk).

Businessman--merchant, salesman, sales clerk, corporation executive, manager, supervisor, broker, banker, accountant.

Professional service--attorney, doctor, nurse, nurse's aid, veterinarian.

Technological service--engineer, electrician, mechanic, tool & machine designer, draftsman, lab technician.

Scientist--social scientist (economist, sociologist, psychologist, etc.); physical scientist (chemist, physicist); natural scientist (biologist, conservationist, zoologist, etc.); general research (when not otherwise specified).

Laborer--foreman, factory worker, machinist.

Miscellaneous--all other occupations mentioned by only one or two respondents.

No answer--returned card but did not reply to question.

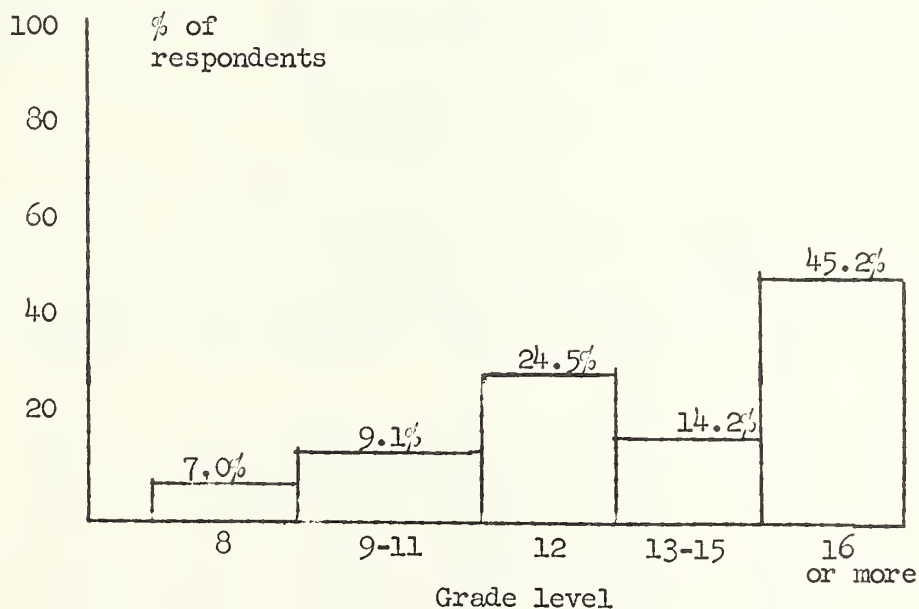
Table 3. Replies to "Last grade of school completed?"

Publi- cation	Grade category										Total per publication
	8 or less		9-11		12		13-15		16 or more		
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	
L-424	23	12.2	29	15.3	74	39.2	34	18.0	29	15.3	189
L-471	8	2.9	12	4.4	22	8.1	12	4.4	218	80.1	272
G-51	12	4.9	21	8.5	73	29.6	28	11.3	113	45.7	247
G-62	12	5.3	17	7.5	83	36.6	47	20.7	68	30.0	227
F-1443	10	12.5	16	20.0	9	11.3	10	12.5	35	43.8	80 ^{1/2}
L-491	5	5.7	2	2.3	19	21.8	16	18.4	45	51.7	87 ^{1/2}
G-74	27	12.2	36	16.3	67	30.0	40	18.1	51	23.1	221
MF-870	6	3.3	4	2.2	15	8.3	14	7.7	142	78.5	181
G-77	15	8.0	17	9.0	53	28.2	40	21.3	63	33.5	188
Total	118		154		415		241 ^{2/3}		764 ^{2/3}		1,692 (Grand total)
Percent of grand total	7.0		9.1		24.5		14.2		45.2		

¹Only 100 questionnaires were sent out.

$$\frac{241 + 764}{1692} = 59.4 \text{ percent of persons replying completed 1 year or more of college.}$$

GRADE LEVEL OF RESPONDENTS IN NINE MAIL SURVEYS



Quality of Publications

Questions about the quality of the publication respondents received were:

- a) Did you find that the publication contains what you wanted to know?
b) Did you find the publication easy to understand? Each question had "Yes" and "No" check boxes for respondents to indicate their answers.

Nearly all replies to these two questions were "Yes." For the nine surveys, 94.1 percent of the replies were "Yes" to question a, 99.4 percent were "Yes" to question b.^{1/}

Table 4. Replies to question a: "Did you find that the publication contains what you wanted to know?"

Publication	Page Length	Type of reply						Total
		"Yes"		"No"		Other ^{1/}		
		No.	Percent	No.	Percent	No.	Percent	
L-424	8	162	85.7	22	11.6	5	2.6	189
L-471	4	242	89.0	28	10.3	2	.7	272
G-51	32	236	97.5	4	1.7	2	.8	242
G-62	32	231	98.3	3	1.3	1	.4	235
F-1443	20	78	96.3	1	1.2	2	2.5	81
L-491	8	83	93.3	5	5.6	1	1.1	89
G-74	32	217	96.4	6	2.7	2	.9	225
MP-870	16	168	92.3	8	4.4	6	3.3	182
G-77	16	192	98.5	1	.5	2	1.0	195
Total		1,609		78		23		1,710
								(Grand total)
Percent of grand total		94.1		4.6		1.3		

^{1/}Replies such as "Yes and No," "Partly," "Somewhat."

Table 5. Replies to question b: "Did you find the publication easy to understand?"

Publi- cation	Type of reply						Total
	"Yes"		"No"		Other ^{1/}		
	No.	Percent	No.	Percent	No.	Percent	
L-424	182	100.	0	0.	0	0.	182
L-471	267	100.	0	0.	0	0.	267
G-51	239	98.8	2	.8	1	.4	242
G-62	233	98.7	1	.4	2	.8	236
F-1443	79	100.	0	0.	0	0.	79
L-491	87	100.	0	0.	0	0.	87
G-74	222	99.1	2	.9	0	0.	224
MP-870	179	98.9	1	.6	1	.6	181
G-77	194	100.	0	0.	0	0.	194
Total	1,682		6		4		1,692
							(Grand total)
Percent of grand total		99.4		.4		.2	

^{1/}Replies such as "Yes and No," "Partly," "Somewhat."

^{1/}"Replies" does not include respondents who returned post card without answering question.

The range of "Yes" replies was 85.7 to 98.5 percent (12.8 percent spread) for question a, and 98.7 to 100 percent (1.3 percent spread) for question b. The high "Yes" percentage and short percentage range may mean that respondents generally felt that all nine of the USDA publications were "easy to understand" and "contained information wanted."

However, factors other than the quality of the publication may have contributed to the high frequency of "Yes" replies. Some respondents may not have wanted to show ingratitude by criticizing something they received free.

The way a question is worded often determines type of response received.^{8/9/} For questions a and b, respondents had only two reply choices, "Yes" and "No." These two responses would have been inaccurate for respondents who may have had opinions somewhere between "Yes" and "No."

A Procedure for Interpreting Questions a and b

Perhaps replies to such questions as a and b in any one survey should be interpreted only in relation to replies received from mail surveys with other publications, rather than in an absolute sense.

For example, if a series of mail questionnaire surveys were conducted and the mean "Yes" score (percent indicating "Yes") were 95, then any publication with a "Yes" score significantly different (possibly at the 5 percent level) from the mean "Yes" score could be classed as "excellent" (higher score) or "poor" (lower score).

Using this relative approach to interpreting results of question a, L-424, "Food for Fitness--A Daily Food Guide," would be classed as "poor" and G-77, "Family Food Stockpile for Survival," as "excellent" in terms of containing the information that persons requesting these publications by mail want to know. The proportion of "Yes" replies for G-77 is greater than the proportion for L-424 ($98.5 > 85.7$) at the 1 percent level of significance.

For question b, the small difference of 1.3 percent between the proportion of "Yes" replies for G-77 (100 percent "Yes") and the proportion for G-62, "Removing Stains from Fabrics--Home Methods," (98.7 percent "Yes") is too small to be significant at the 1 percent level. For the percentage differences in opinions about the "easy to understand" quality of a publication to be significant, a larger sample of replies or a question that provides responses more sensitive to the difference would be required.

⁸Parten, M.B., Op. Cit., pp. 199-213.

⁹Selltiz, Claire, et. al., "Research Methods in Social Relations," Holt, Rinehart and Winston, New York, Rev. 1961, pp. 561-567.

The relative interpretation does not require an assumption as to the extent that variables such as "the way the question is worded" or "reluctance of respondents to show ingratitude by criticizing" influence respondents' replies. The assumption required is that the effect of such variables (whatever the extent) is constant from one mail survey to another.

Use of Information

Respondents were asked "Have you used or do you plan to use any ideas that you learned from the publication?" as an effort to determine applicability of information in the publication.

Table 6. Replies to "Have you used or do you plan to use any ideas that you learned from the publication?"

Publication	Type of reply								Total
	Have used		Plan to use		Haven't and don't plan to use		Other ¹ /		
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	
L-424	95	49.7	85	44.5	8	4.2	3	1.6	191
L-471	161	61.7	92	35.2	7	2.7	1	.4	261
G-51	92	38.5	143	59.8	4	1.7	0	.0	239
G-62	120	51.9	109	47.2	2	.9	0	.0	231
F-1443	26	32.9	50	63.3	3	3.8	0	.0	79
L-491	19	22.1	62	72.1	4	4.7	1	1.2	86
G-74	108	48.9	110	49.8	3	1.4	0	.0	221
MP-870	47	26.6	92	52.0	12	6.8	26	14.7	177
G-77	32	17.4	128	69.6	9	4.9	15	8.2	184
Total	700		871		52		46		1,669
									(Grand total)
Percent of grand total	41.9		52.2		3.1		2.8		

¹Includes such replies as "don't know yet," and both "Have used and plan to use."

Respondents gave a fairly wide range of responses to this question. Percentages of replies in the "Have used" category ranged from 17.4 to 61.7 percent (spread of 44.3 percent). For the "Plan to use" category the range was from 35.2 to 72.1 percent (spread of 36.9 percent). As measured by these ranges this question apparently was reasonably successful in measuring differences of respondents in their "Have used" and "Plan to use" opinions of the publications.

The question arises, however, of how the respondents interpreted the word "use" in this question. Were they thinking in terms of applicability of information to possibly a farm or homemaking activity, or did they have some other interpretation in mind?

The publication L-491, "Background on Our Nation's Agriculture," contains general information about agriculture in the United States, not information readily applicable to a farming or homemaking activity. Of the nine publications, however, this one received the highest percentage of replies in the "Plan to use" category. What "use" meant to the respondents (34 percent were farmers) answering this question about L-491 is open to speculation.

Sources of Information About Publications

Most frequently mentioned source (22.3 percent of replies) of information about the nine publications was "magazine." "Newspaper" was second in frequency (18.2 percent of replies). A government or USDA list was mentioned in 12.8 percent of the replies, and "a friend" 6.1 percent. Miscellaneous sources and comments accounted for 40.6 percent of the replies.

Table 7. Replies to "How did you happen to write USDA for this publication?"

Publication	Source					Total per publication
	Magazine	Newspaper	A friend	Government or USDA list	Misc. ^{1/}	
	Number					
L-491	13	0	0	9	58	80
G-74	86	55	15	0	58	214
G-62	86	45	16	7	62	216
L-424	33	32	0	1	47	163
L-471	0	0	0	94	114	208
G-51	73	0	37	11	82	203
F-1443	0	0	10	0	58	68
G-77	24	84	5	6	48	167
MF-870	12	0	6	59	68	145
Total	327	266	89	187	595	1,464
						(Grand total)
Percent of grand total	22.3	18.2	6.1	12.8	40.6	

^{1/}Includes infrequently mentioned sources and irrelevant replies.

Information Source and Subject of Publication

Four publications used in the surveys were on home economics subjects.^{10/} The other five were about agriculture.

As would be expected, "housewives" were the largest occupation group replying in the surveys for the four publications about home economics. They comprised 43.4 percent of the respondents. For the five other publications, only 3.4 percent of the replies were from "housewives."

Table 8. Replies from "housewives" as related to subject of publication

Subject	Housewives replying		Total
	Number	Percent of total	
Home economics	367	43.4	845
Agriculture	30	3.4	879

^{10/}They were L-424, "Food for Fitness--A Daily Food Guide"; G-62, "Removing Stains from Fabrics--Home Methods"; G-74, "Food and Your Weight"; and G-77, "Family Food Stockpile for Survival."

From "magazines" respondents learned about home economics publications more often than about agricultural publications. Significance of this difference is at the 1 percent level.

Table 9. Subject type of publication and frequency of "magazine" as source

Subject	Magazine as source		
	<u>Number</u>	<u>Percent of total</u>	<u>Total</u>
Home economics	229	30.5	750
Agriculture	98	13.9	704

Respondents' Critical and Favorable Comments

The questionnaire post card provided space for respondents to make short comments. Though the wording of their comments differed, the respondents frequently made the same point about a publication. To bring this data together in concrete form, two analysts classified the comments into 12 categories: 4 for critical comments, 8 for favorable comments.

Many respondents made comments that could have been classed in several categories. In these cases the comments were separated into parts and each part tabulated in its respective category.

Table 10. Respondents' critical comments about publications^{1/}

Publi- cation	Type of criticism								Total
	Didn't contain all information wanted or expected		Difficult to under- stand		Needs more or differ- ent pictures		Misc. criticisms		
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	
L-424	28.5	80.3	0	0.	0	0.	7.	19.7	35.5
L-471	32.	65.3	.5	1.0	0	0.	16.5	33.7	49.0
L-491	1.	28.6	1.	28.6	0	0.	1.5	42.9	3.5
G-51	10.	40.8	.5	2.0	6.	24.5	8.	32.7	24.5
G-62	4.	34.8	1.	8.7	1.5	13.0	5.	43.5	11.5
G-74	8.	84.2	0	0.	0	0.	1.5	15.8	9.5
F-1443	2.	33.3	0	0.	1.5	25.0	2.5	41.7	6.0
G-77	17.	60.7	0	0.	0	0.	11.0	39.3	28.0
MP-870	12.	85.7	0	0.	0	0.	2.0	14.3	14.0
Total	114.5		3.		9.		55.		181.5
Percent of grand total									(Grand total)
		63.1			1.7			5.0	30.3

^{1/}Based on averages of the two analysts.

As an average, the analysts differed by 2.3 in the number of comments classified in each category. In their estimates of total comments made by respondents, they differed by 32 (804 minus 772).

The most frequent criticism of respondents was that the publication "didn't contain all the information wanted or expected." Most frequent compliment was that the publication was "Helpful and useful."

The most criticized publication was L-471, "Mr. Fruit and Vegetable Producer... It Pays to Use Chemicals Safely." The most complimented publication was MP-870, "The Food We Eat," which also received relatively few criticisms.

Table 11. Respondents' favorable comments about publications^{1/}

Publi- cation	Type of favorable comment																Total
	Concise & to the point		Clear & easy to under- stand		General: good, excellent, well done		Helpful and useful		Informative, complete, thorough		Contains infor- mation wanted		Well illus- trated		Misc. compli- ments		
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	
L-424	6.5	10.6	7.	11.4	7.5	12.2	19.5	31.7	8.5	13.8	3.5	5.7	0.	0.0	9.	14.6	61.5
L-471	4.	6.5	3.5	5.7	16.5	26.8	26.	42.2	2.5	4.0	0.	0.0	1.	1.6	8.	13.0	61.5
L-491	4.5	13.6	3.5	10.6	8.5	25.8	5.	15.2	4.	12.1	2.5	7.6	0.	0.0	5.	15.2	33.0
G-51	3.5	4.4	10.5	13.1	18.	22.5	22.5	28.1	15.5	19.4	4.5	5.6	1.	1.3	4.5	5.6	80.0
G-62	4.	4.4	7.	7.7	13.	14.2	31.5	34.4	11.	12.0	5.	5.5	4.	4.4	16.	17.5	91.5
G-74	3.	3.6	5.	5.9	20.	23.7	30.	35.5	14.	16.6	6.	7.1	0.	0.0	6.5	7.7	84.5
F-1443	1.5	4.6	1.	3.1	9.5	29.2	8.5	26.2	4.	12.4	1.	3.1	1.	3.1	6.	18.5	32.5
G-77	8.	11.9	3.	4.5	19.	28.4	23.	34.3	8.	11.9	2.	3.0	0	0.0	4.	6.0	67.0
MP-870	3.	3.2	2.	2.1	26.	27.7	24.	25.5	10.	10.6	4.	4.3	4.	4.3	21.	22.3	94.0
Total	38.0		42.5		138.0		190.0		77.5		28.5		11.0		80.0		605.5
Percent of grand total		6.3		7.0		22.8		31.4		12.8		4.7		1.8		13.2	(Grand total)
Averages of the two analysts.																	

^{1/}Averages of the two analysts.

